

**ABSTRACT**

5 An artificial promoter characterized for been a chimerical recombinant DNA molecule  
such that, when introduced in any class of plant cells, promotes high expression levels of  
any DNA molecule fused to its 3' end. The basic genetic elements of the molecule  
described here are: a core promoter with a consensus TATA box, followed by an  
Exon/Intron/Exon region and a translation enhancer element, all of them artificially  
constructed. Transcription regulatory elements can be inserted upstream of the promoter  
10 here described to confer temporal-, organ- or tissue-specificity to the expression. The  
designed artificial genetic elements can be functionally inserted between any promoter  
active in plant cells and any DNA sequence to increase its transcription/translation levels.